Alt Order#

06305947

\$600.00 NM

Deal #

INVOICE



WFSB 333 Capital Blvd Rocky Hill, CT 06067

Billing: (404)325-4646

Main: (860)728-3333

Invoice # Invoice Date Invoice Month Invoice Period 493683-1 09/30/12 September 2012 08/27/12 - 09/24/12 Station Account Executive Sales Office Sales Region

WFSB Heather Uttley HRP-WASHING National Product Estimate Number

<u>Advertiser</u> McMahon for Senate LINDA MCMAHON 4 SENA 1312

Flight Dates

09/18/12 - 09/24/12

Special Handling

Spots/

:30 LMFS12TV24H

6

\$300.00

NM

:30

Billing Calendar Billing Type Broadcast Cash

IDB# Advertiser Code | Product Code 1021

Order#

493683

Agency Ref Advertiser Ref

Billing Address:

Mentzer Media Services, Inc. Attention: Accounts Payable 600 Fairmount Avenue Suite 306 Towson, MD 21204

Send Payment To: **WFSB BOX 13034** Newark, NJ 07188-0034

4 WFSB F

09/21/12

4 09/18/12

09/21/12

4p-5p Dr. Oz

12:21 PM Eyewitness News

4pm-5pm

Start Date End Date Description Start/End Time **MTWTFSS** Length Week Rate Type 1 09/18/12 09/21/12 Eyewitness News 6am - 6:30am -TWTF--:30 4 \$900.00 NM **MTWTFSS** Weeks: Start Date **End Date** Spots/Week Rate 09/17/12 09/23/12 -TWTF--\$900.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WFSB Tu 09/18/12 6:07 AM Eyewitness News 6am - 6:30am :30 LMFS12TV21H \$900.00 NM 1 WFSBW 09/19/12 6:13 AM Eyewitness News 6am - 6:30am :30 LMFS12TV24H \$900.00 NM 3 WFSB Th 09/20/12 6:24 AM Eyewitness News 6am - 6:30am ;30 LMFS12TV23H \$900.00 NM 4 WFSBF 09/21/12 5:59 AM Eyewitness News 6am - 6:30am :30 LMFS12TV24H \$900.00 NM 2 09/18/12 09/21/12 CBS: THE EARLY SHOV7am - 9am -TWTF---:30 8 \$200.00 NM Weeks: Start Date **End Date MTWTFSS** Spots/Week Rate 09/17/12 09/23/12 \$200.00 -TWTF--Spots: # Ch Air Time Description Day Air Date Start/End Time Length Ad-ID Rate Type 1 WFSB Tu 09/18/12 8:29 AM CBS: THE EARLY SHOW :30 LMFS12TV21H 7am - 9am \$200.00 NM 8:54 AM CBS: THE EARLY SHOW 5 WFSB Tu 09/18/12 7am - 9am :30 LMFS12TV20H \$200.00 NM 7 WFSBW 09/19/12 8:24 AM CBS: THE EARLY SHOW 7am - 9am :30 LMFS12TV23H \$200.00 NM 2 WFSBW 09/19/12 8:49 AM CBS: THE EARLY SHOW 7am - 9am :30 LMFS12TV24H \$200.00 NM 3 WFSB Th 09/20/12 8:47 AM CBS: THE EARLY SHOW 7am - 9am :30 LMFS12TV23H \$200.00 NM 8:59 AM CBS: THE EARLY SHOW 6 WFSB Th 09/20/12 7am - 9am :30 LMFS12TV24H \$200.00 NM 4 WFSBF 09/21/12 8:21 AM CBS: THE EARLY SHOW 7am - 9am :30 LMFS12TV24H \$200.00 NM 8 WFSBF 09/21/12 8:55 AM CBS: THE EARLY SHOW 7am - 9am :30 LMFS12TV24H \$200.00 NM 3 09/18/12 09/21/12 12pm - 12:30PM **Eyewitness News** -TWTF--:30 \$600.00 NM **MTWTFSS** Spots/Week Weeks: Start Date **End Date** Rate -TWTF--09/17/12 09/23/12 \$600.00 Spots: # Ch Start/End Time Day Air Date Air Time Description Length Ad-ID Rate Type 2 WFSB Tu 09/18/12 12:25 PM Eyewitness News 12pm - 12:30PM :30 LMFS12TV20H \$600.00 NM 1 WFSB W 09/19/12 Eyewitness News 12pm - 12:30PM :00 \$600.00 NM Credited 3 WFSB Th 09/20/12 12:12 PM Eyewitness News 12pm - 12:30PM :30 LMFS12TV24H \$600.00 NM

-TWTF--

12pm - 12:30PM



Send Payment To: **WFSB** BOX 13034 Newark, NJ 07188-0034

Invoice #	Invoice Date	Invoice Month	Invoice Period
493683-1	09/30/12	September 2012	08/27/12 - 09/24/12

Advertiser Product Estimate Number McMahon for Senate LINDA MCMAHON 4 SENA 1312

Snotel

							Spots/				
ine Start Da	ate End Da	ite De:	scription	Start/End Time	MTWTFSS	Length	Week	Rate	Туре		
4 09/18/12	2 09/21/1	l2 4p-	5p Dr. Oz	4pm-5pm	-TWTF	:30	6	\$300.00	NM		
Weeks:	Start Da 09/17/12			Spots/Week 6	<u>Rate</u> \$300.00	<u> </u>					
Spots: #		Air Date	Air Time Desc		Start/End Time	Length	Ad-ID			Rate	T۱
1	WFSB Tu	09/18/12	4:12 PM 4p-5p		4pm-5pm	-	LMFS12TV	/21H		\$300.00	
5	WFSB Tu	09/18/12	4:39 PM 4p-5p	Dr. Oz	4pm-5pm	:30	LMFS12TV	/20н		\$300.00	
2	WFSB W	09/19/12	4:25 PM 4p-5p	Dr. Oz	4pm-5pm	:30	LMFS12TV	⁄23H		\$300.00)
3 '	WFSB Th	09/20/12	4:55 PM 4p-5p	Dr. Oz	4pm-5pm	:30	LMFS12TV	⁄23н		\$300.00) }
4 '	WFSB F	09/21/12	4:21 PM 4p-5p	Dr. Oz	4pm-5pm	:30	LMFS12TV	²³ H		\$300.00) }
6 '	WFSBF	09/21/12	4:38 PM 4p-5p	Dr. Oz	4pm-5pm	:30	LMFS12TV	24н		\$300.00) i
5 09/18/12	09/21/1	2 Eye	witness News	5pm - 5:30pm	-TWTF	:30	4	\$1,500.00	NM		
Weeks:	Start Dat 09/17/12			Spots/Week 4	<u>Rate</u> \$1,500.00						
Spots: #	Ch <u>Day</u> .	Air Date	Air Time Descr	<u>iption</u>	Start/End Time	Length	Ad-ID			Rate	T
1 \	WFSB Tu	09/18/12	5:22 PM Eyewi	tness News	5pm - 5:30pm	:30	LMFS12TV	21н		\$1,500.00	_
2١	WFSBW (09/19/12	5:26 PM Eyewi	tness News	5pm - 5:30pm	:30	LMFS12TV	24н		\$1,500.00	ì
3 V	WFSB Th	09/20/12	5:11 PM Eyewi		5pm - 5:30pm	:30	LMFS12TV	24н		\$1,500.00	1
4 V	WFSBF (09/21/12	5:11 PM Eyewi	tness News	5pm - 5:30pm	:30	LMFS12TV	23н		\$1,500.00	1
6 09/18/12	09/21/12	2 Eyev	vitness News	5:30pm - 6pm	-TWTF	:30	4	\$1,500.00	NM		
Weeks:	Start Date 09/17/12	End D 09/23/		Spots/Week 4	Rate \$1,500.00						
Spots: # C	Ch <u>Day</u> /	Air Date	Air Time Descri	ption	Start/End Time	Length	Ad-ID			Rate	Τy
3 V	NFSB Tu (09/18/12	5:46 PM Eyewil	ness News	5:30pm - 6pm	:30	LMFS12TV2	20H		\$1,500.00	
2 V	VFSBW (9/19/12	5:55 PM Eyewit	ness News	5:30pm - 6pm	:30	LMFS12TV2	23н		\$1,500.00	١
		9/20/12	5:42 PM Eyewit	ness News	5:30pm - 6pm	:30	LMFS12TV2	!3н		\$1,500.00	1
4 V	VFSBF 0	9/21/12	5:54 PM Eyewit	ness News	5:30pm - 6pm	:30	LMFS12TV2	!4н		\$1,500.00	1
7 09/18/12	09/21/12	Eyev	vitness News	6pm - 6:30pm	-TWTF	:30	4	\$2,100.00	NM		
Weeks:	Start Date 09/17/12	End D: 09/23/		Spots/Week 4	<u>Rate</u> \$2,100.00	<u>.</u>					_
Spots: # C	h <u>Day A</u>		Air Time Descrip	otion	Start/End Time	Length /	Ad-ID			Rate	Γv
2 W	VFSBTu 0	9/18/12	6:21 PM Eyewit	ness News	6pm - 6:30pm	:30 1	MFS12TV2	1н		\$2,100.00	Ī
3 W	VFSBW 0	9/19/12	6:08 PM Eyewiti	ness News	6pm - 6:30pm	:30 t	.MFS12TV2	4н		\$2,100.00	٨
4 W	VFSBTh 0	9/20/12	6:23 PM Eyewiti	ness News	6pm - 6:30pm	:30 t	.MFS12TV2	4н		\$2,100.00	١
1 W	/FSBF 0	9/21/12	6:29 PM Eyewiti	ness News	6pm - 6:30pm	:30 L	MFS12TV2	3н		\$2,100.00	1
09/18/12	09/21/12	Inside	Edition	7pm - 7:30pm	-TWTF	:30	4	\$1,200.00	NM		
Weeks:	Start Date 09/17/12	End Da 09/23/1		Spots/Week 4	Rate \$1,200.00						_
Spots: # Cl	h <u>Day A</u>		Air Time Descrip		Start/End Time	Length A	\d-ID			Rate T	v
1 W	FSB Tu 09	9/18/12	7:26 PM Inside I		7pm - 7:30pm		MFS12TV2()H		\$1,200.00	-
2 W	FSBW 09	9/19/12	7:20 PM Inside 8	Edition	7pm - 7:30pm	:30 L	MFS12TV24	1н		\$1,200.00	N
		9/20/12	7:12 PM Inside E	Edition	7pm - 7:30pm	:30 L	MFS12TV23	Вн		\$1,200.00	N
4 W	FSBF 09	9/21/12	7:12 PM Inside E	Edition	7pm - 7:30pm	:30 L	MFS12TV24	Н		\$1,200.00	N
09/18/12	09/21/12	Entert	ainment Tonight	7:30pm - 8pm	-TW[F	:30	4	\$1,200.00	NM		_
Weeks:	Start Date	End Da		Spots/Week	Rate	·					_
Spots: # Ch	09/17/12 h <u>Day Ai</u>	09/23/1	2 -TWTF Air Time Descrip	4 tion	\$1,200.00	1	4 ID			p	
					Start/End Time	Length A				Rate T	λī



Send Payment To: **WFSB** BOX 13034 Newark, NJ 07188-0034

Invoice #	Invoice Date	Invoice Month	Invoice Period
493683-1	09/30/12	September 2012	08/27/12 - 09/24/12

<u>Advertiser</u> Product Estimate Number McMahon for Senate LINDA MCMAHON 4 SENA 1312

Line Start Da	ate End D	ate De	scription	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
9 09/18/1	2 09/21/	12 Ent	ertainment Tonigl	nt 7:30pm - 8pm	-TVTF	:30	4	\$1,200.00	NM	
Ī	Ch <u>Day</u> WFSBTu WFSBW	Air Date 09/18/12 09/19/12		ription rtainment Tonight rtainment Tonight	Start/End Time 7:30pm - 8pm 7:30pm - 8pm	:30	1 <u>Ad-ID</u> 1 LMFS12T 1 LMFS12T			Rate Typ \$1,200.00 NN
4	WFSB Th WFSB F	09/20/12 09/21/12	7:46 PM Enter	rtainment Tonight rtainment Tonight	7:30pm - 8pm 7:30pm - 8pm 7:30pm - 8pm	:30) LMFS12T\) LMFS12T\) LMFS12T\	/23н		\$1,200.00 NM \$1,200.00 NM \$1,200.00 NM
10 09/18/12	2 09/21/	12 Eye	witness News	5am - 5:30am	-TWTF	:30	4	\$450.00	NM	
Weeks:	Start Da 09/17/12			Spots/Week 4	<u>Rate</u> \$450.00			100 11111111111111111111111111111111111		
Spots: # 1		Air Date 09/18/12	Air Time Desc 5:08 AM Eyew		Start/End Time 5am - 5:30am	Length :30	Ad-ID LMFS12TV	' 21H		<u>Rate</u> <u>Type</u> \$450.00 NM
3	WFSB W	09/19/12	4:59 AM Eyew		5am - 5:30am		LMFS12TV			\$450.00 NM
2	WFSB Th	09/20/12	5:21 AM Eyew	itness News	5am - 5:30am	:30	LMFS12TV	23H		\$450.00 NM
4 '	WFSB F	09/21/12	5:08 AM Eyew	itness News	5am - 5:30am	:30	LMFS12TV	23н		\$450.00 NM
11 09/18/12	09/21/1	2 Eye	witness News	5:30a - 6am	-TWTF	:30	4	\$600.00	NM	
Weeks:	Start Dat 09/17/12	09/23		Spots/Week 4	<u>Rate</u> \$600.00			11 111111111111111111111111111111111111		
Spots: #		<u>Air Date</u>	Air Time Descr		Start/End Time	<u>Length</u>				Rate Type
		09/18/12	5:44 AM Eyewi		5:30a - 6am		LMFS12TV			\$600.00 NM
		09/19/12	5:30 AM Eyewi		5:30a - 6am		LMFS12TV			\$600.00 NM
		09/20/12 09/21/12	5:42 AM Eyewi		5:30a - 6am		LMFS12TV			\$600.00 NM
			5:51 AM Eyewi	illess News	5:30a - 6am	:30	LMFS12TV	23H		\$600.00 NM
12 09/18/12	09/22/12	2 Eyev	vitness News	11PM - 11:35PM	-TWTFS-	:30	5	\$1,200.00	NM	
Weeks:	Start Date 09/17/12	e <u>End D</u> 09/23/	12 -TWTFS-	<u>Spots/Week</u> 5	<u>Rate</u> \$1,200.00					
Spots: # 0		Air Date	Air Time Descri		Start/End Time	Length A				Rate Type
		09/18/12	11:12 PM Eyewit		11PM - 11:35PM		LMFS12TV2			\$1,200.00 NM
)9/19/12)9/20/12	11:29 PM Eyewit		11PM - 11:35PM		MFS12TV2			\$1,200.00 NM
)9/21/12	11:26 PM Eyewit 11:26 PM Eyewit		11PM - 11:35PM 11PM - 11:35PM		_MFS12TV2 .MFS12TV2			\$1,200.00 NM
		9/22/12	11:24 PM Eyewit		11PM - 11:35PM		.MFS12TV2			\$1,200.00 NM \$1,200.00 NM
13 09/18/12	09/18/12			8pm-9pm	-2	:30	2	\$4,500.00	NM	\$1,200.00 14141
Weeks:	Start Date			Spots/Week	Rate					
C4 # 0	09/17/12	09/23/1		2	\$4,500.00	,				
Spots: # C		9/18/12	Air Time Description 7:59 PM NCIS	otton	Start/End Time	Length A	•	n.,		Rate Type
		9/18/12	8:33 PM NCIS		8pm-9pm 8pm-9pm		MFS12TV2(MFS12TV2)			\$4,500.00 NM
14 09/18/12	09/18/12		Prime Special	M-SU 8-11p	-1	:30	1	\$1,500.00	NM	\$4,500.00 NM
Weeks:	Start Date	End Da	te MTWTFSS	Spots/Week	Rate					
. =	09/17/12	09/23/1		1	\$1,500.00					
Spots: # Cl			Air Time Descrip		Start/End Time	Length A				Rate Type
1 W	FSBTu 0	9/18/12	9:35 PM CBS Pr	ime Special	M-SU 8-11p	:30 LI	MFS12TV20)H		\$1,500.00 NM
15 09/20/12	09/20/12	Perso	n of Interest	10pm - 11pm	3	:30	3	\$2,000.00	NM	
Weeks:	Start Date	End Dal	te MTWTFSS	Spots/Week	Rate					



Send Payment To: **WFSB BOX 13034** Newark, NJ 07188-0034

Invoice #	Invoice Date	Invoice Month	Invoice Period
493683-1	09/30/12	September 2012	08/27/12 - 09/24/12

Advertiser Product Estimate Number McMahon for Senate LINDA MCMAHON 4 SENA 1312

•							Spots/			
Line Start Da	te End Date	e Descr	iption	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
15 09/20/12	? 09/20/12	Perso	n of Interest	10pm - 11pm	3	:30	3	\$2,000.00	NM	
	WFSB Th 0 Credite	9/20/12 d	Air Time Desc	3 ription on of Interest	\$2,000.00 <u>Start/End Time</u> 10pm - 11pm	<u>Lengt</u> :0	h Ad-ID			<u>Rate Type</u> \$2 ,000.00 NM
	WFSBTh 0		10:31 PM Perso		10pm - 11pm		0 LMFS12T			\$2,000.00 NM
		9/20/12	10:47 PM Perso	n of Interest	10pm - 11pm	:31	0 LMFS12T	V24H		\$2,000.00 NM
16 09/21/12	09/21/12	Under	cover Boss	8pm - 9pm	3	:30	3	\$1,200.00	NM	
Weeks:	Start Date 09/17/12	09/23/12	23	Spots/Week 3	<u>Rate</u> \$1,200.00					
Spots: # -			<u>Air Time</u> <u>Descr</u> 7:59 PM Under		Start/End Time 8pm - 9pm		<u>n Ad-ID</u>) LMFS12T	v24u		Rate Type
			8:35 PM Under		8pm - 9pm) LMFS127			\$1,200.00 NM \$1,200.00 NM
			8:47 PM Under		8pm - 9pm		LMFS12T			\$1,200.00 NM
17 09/21/12	09/21/12	CSI: N	Y	9pm - 10pm	3	:30	3	\$1,200.00	NM	
Weeks:	Start Date	End Date		Spots/Week	Rate					
Spots: # (3 V		/21/12	Air Time Descri		\$1,200.00 <u>Start/End Time</u> 9pm - 10pm	Length :00				<u>Rate Type</u> \$1,200.00 NM
	VFSBF 09	/21/12	9:27 PM CSI: N 9:45 PM CSI: N		9pm - 10pm 9pm - 10pm		LMFS12T\			\$1,200.00 NM \$1,200.00 NM
18 09/21/12	09/21/12	Blue Bl	oods .	10pm - 11pm	3	:30	3	\$1,500.00	NM	
Weeks: Spots: <u>#</u> C 3 W		21/12			Rate \$1,500.00 <u>Start/End Time</u> 10pm - 11pm	Length :00				Rate Type \$1,500.00 NM
1 W			0:33 PM Blue B	oods	10pm - 11pm	:30	LMFS12TV	23н		\$1,500.00 NM
2 W	FSBF 09/	21/12 10):48 PM Blue Bl	oods	10pm - 11pm	:30	LMFS12TV	24н		\$1,500.00 NM
19 09/22/12	09/22/12	Eyewitn	ess News Weel	cei6am - 7am	1	:30	1	\$350.00	NM	
Weeks: Spots: <u>#</u> C 1 W	Start Date 09/17/12 h <u>Day Air</u> FSB Sa 09/2		1- i <u>r Time</u> Descrip	Spots/Week 1 tion less News Weekend	Rate \$350.00 Start/End Time 6am - 7am	Length :	Ad-ID LMFS12TV)		Rate Type \$350.00 NM
20 09/22/12	09/22/12		at. Eyewitness I		2-	:30	2	\$450.00	NM	\$330.00 14 41
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate	-				
		22/12 7	r Time Descrip :43 AM 7a-9a S	at. Eyewitness New	\$450.00 Start/End Time 7am-9am		LMFS12TV2			Rate Type \$450.00 NM
21 09/22/12	09/22/12	CSI 8	.01 NW / R-98 5	at. Eyewitness New 8pm - 9pm	7am-9am	:30 1	LMFS12TV2	\$900.00	NM	\$450.00 NM
Weeks:	Start Date	End Date 09/23/12	MTWTFSS 2-	Spots/Week 2	Rate \$900.00		<u> </u>	4300.00	1 # I V I	-



Send Payment To: **WFSB** BOX 13034 Newark, NJ 07188-0034

Invoice #	Invoice Date	Invoice Month	Invoice Period
493683-1	09/30/12	September 2012	08/27/12 - 09/24/12

Advertiser	Product	Estimate Number
McMahon for Senate	LINDA MCMAHON 4 SENA	1312

Line Start Date	End Date	Description	on	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
21 09/22/12	09/22/12	CSI		8pm - 9pm	2-	:30	2	\$900.00	NM	
	<u>Day Air D</u> SB Sa 09/2 SB Sa 09/2	2/12 7:5	Time Descrip 59 PM CSI 33 PM CSI	otion	Start/End Time 8pm - 9pm 8pm - 9pm	:3	h <u>Ad-ID</u> O LMFS12T\ O LMFS12T\			<u>Rate</u> <u>Type</u> \$900.00 NM \$900.00 NM
22 09/22/12	09/22/12	Criminal N	/linds	9pm - 10pm	2-	:30	2	\$900.00	NM	
Weeks:		End Date 09/23/12	MTWTFSS	Spots/Week 2	<u>Rate</u> \$900.00			··· ·· · · · · · · · · · · · · · · · ·		, , , , , , , , , , , , , , , , , , , ,
	<u>Day</u> <u>Air D</u> SB Sa 09/22 SB Sa 09/22	2/12 8:5	Time Descrip 69 PM Crimina 63 PM Crimina	I Minds	Start/End Time 9pm - 10pm 9pm - 10pm	:30	n <u>Ad-ID</u>) LMFS12TV) LMFS12TV			<u>Rate</u> <u>Type</u> \$900.00 NM \$900.00 NM
23 09/22/12	09/22/12	48 Hours	Mystery	10pm - 11pm	2-	:30	2	\$900.00	NM	
Spots: # Ch	09/17/12 (<u>Day Air D</u> SB Sa 09/22	/12 10:3	MTWTFSS 2- Time Descrip 0 PM 48 Hour 2 PM 48 Hour	s Mystery	Rate \$900.00 Start/End Time 10pm - 11pm 10pm - 11pm	:30	Ad-ID LMFS12TV LMFS12TV			Rate Type \$900.00 NM
24 09/23/12	09/23/12		s News Week		2	:30	2	\$350.00	NM	\$900.00 NM
Weeks:	Start Date E 09/17/12 0 Day Air Da SB Su 09/23	ind Date 9/23/12 ate Air 3 /12 6:1	MTWTFSS2 Time Descript 4 AM Eyewitne	Spots/Week 2	<u>Rate</u> \$350.00 <u>Start/End Time</u> 6am - 7am 6am - 7am	Length :30	Ad-ID LMFS12TV	23H		<u>Rate</u> <u>Type</u> \$350.00 NM \$350.00 NM
25 09/23/12	09/23/12	7a-9a Sun	Eyewitness N	e7am-9am	2	:30	2	\$450.00	NM	
	09/17/12 0: <u>Day Air Da</u> 8B Su 09/23/	9/23/12 ite <u>Air T</u> /12 7:5		Spots/Week 2 ion in Eyewitness News in Eyewitness News	Rate \$450.00 <u>Start/End Time</u> 7am-9am 7am-9am		<u>Ad-ID</u> LMFS12TV2 LMFS12TV2		10.00	<u>Rate</u> <u>Type</u> \$450.00 NM \$450.00 NM
26 09/23/12	09/23/12	Face the N	ation/ Face th	e10:30am - 11:30am	1	:30	1	\$350.00	NM	
	9/17/12 09 Day <u>Air Da</u>	9/23/12 te Air T	MTWTFSS 1 ime Descripti AMFace the	<u>Spots/Week</u> 1 <u>on</u> Nation/ Face the Sta	<u>Rate</u> \$350.00 <u>Start/End Time</u> te 10:30am - 11:30a	Length m ;30	<u>Ad-ID</u> LMFS12Tv2	4H		<u>Rate</u> <u>Type</u> \$350.00 NM
27 09/23/12	09/23/12	lets Footba	ıll	1:00pm - 7:00pm	2	:30	2	\$1,600.00	NM	
Spots: <u>#</u> Ch 2 WFS	9/17/12 09 <u>Day Air Dai</u> B Su 09/23/ Credited	//23/12 le <u>Air Ti</u> //2	MTWTFSS 2 ime Descripti Jets Fooi	on ball	Rate \$1,600.00 Start/End Time 1:00pm - 7:00pm	Length :00				Rate Type \$1,600.00 NM
	B Su 09/23/ 09/23/12 E		PM Jets Foot		1:00pm - 7:00pm		LMFS12TV2		A I A I	\$1,600.00 NM
Weeks: <u>S</u> 09 Spots: <u>#</u> Ch	tart Date <u>Er</u> 9/17/12 09 <u>Day</u> Air Dat	/23/12 - e <u>Air Ti</u>	MTWTFSS 1 me Description		Rate \$7,200.00 Start/End Time	:30 Length		\$7,200.00	NM	Rate Type

We warrant that the actual broadcast information shown on this invoice was taken from the program log. Meredith Corporation reserves the right to apply payments against any outstanding invoices in its sole discretion regardless of any directions for application that may accompany the payment.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.

Rate Type

\$300.00 NM

INVOICE



Send Payment To:
WFSB
BOX 13034
Newark, NJ 07188-0034

Invoice #	Invoice Date	Invoice Month	Invoice Period
493683-1	09/30/12	September 2012	08/27/12 - 09/24/12

Advertiser Product Estimate Number

McMahon for Senate LINDA MCMAHON 4 SENA 1312

Line Start Dat	e End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
28 09/23/12	09/23/12	Delayed 60 Minutes	730-830p	1	:30	1	\$7,200.00	NM	
Spots: # 0	-	Date Air Time Descrit /23/12 8:53 PM Delaye		Start/End Time 730-830p		<u>h Ad-ID</u>) LMF\$12T	V24H		<u>Rate Type</u> \$7,200.00 NM
29 09/23/12	09/23/12	Delayed 830-930p	830-930p	1	:30	1	\$1,800.00	NM	
Weeks:	Start Date 09/17/12	End Date MTWTFSS 09/23/121	Spots/Week 1	Rate \$1,800.00					
Spots: <u>#</u> (1 V	Ch <u>Day Air</u> VFSB Su 09/			Start/End Time 830-930p		1 <u>Ad-ID</u>) LMFS12T	v23H		<u>Rate Type</u> \$1,800.00 NM
30 09/23/12	09/23/12	Delayed The Good Wif	е 930-1030р	2	:30	2	\$1,800.00	NM	
Weeks:	Start Date 09/17/12	End Date MTWTFSS 09/23/122	Spots/Week 2	<u>Rate</u> \$1,800.00					
Spots: <u>#</u> C 1 W	Ch <u>Day Air</u> VFSB Su 09/ Credited		otion d The Good Wife	Start/End Time 930-1030p	<u>Length</u> :00	-			<u>Rate Type</u> \$1,800.00 NM
2 W	VFSB Su 09/ Credited	23/12 Delaye	d The Good Wife	930-1030p	:00)			\$1,800.00 NM
31 09/23/12	09/23/12	Delayed The Mentalist	1030-1130p	2	:30	2	\$1,600.00	NM	
Weeks: Spots: <u>#</u> C 1 W	09/17/12			Rate \$1,600.00 Start/End Time 1030-1130p	Length	Ad-ID LMFS12TV	24н		<u>Rate Type</u> \$1,600.00 NM
		23/12 10:56 PM Delayed		1030-1130p		LMFS12TV			\$1,600.00 NM
32 09/24/12	09/24/12	Eyewitness News	6am - 6:30am	1	:30	1	\$900.00	NM	
Weeks:		End Date MTWTFSS 09/30/12 1	Spots/Week 1	<u>Rate</u> \$900.00					
Spots: <u>#</u> CI 1 W		Date Air Time Descrip 4/12 5:59 AM Eyewitn		Start/End Time 6am - 6:30am	<u>Length</u> :30	Ad-ID LMFS12TV	23н		<u>Rate Type</u> \$900.00 NM
33 09/24/12	09/24/12	CBS: THE EARLY SHO	V7am - 9am	2	:30	2	\$200.00	NM	
	09/24/12	4/12 8:38 AM CBS: T	Spots/Week 2 ion HE EARLY SHOW HE EARLY SHOW	<u>Rate</u> \$200.00 <u>Start/End Time</u> 7am - 9am 7am - 9am		Ad-ID LMFS12TV2 LMFS12TV2			<u>Rate</u> <u>Type</u> \$200.00 NM \$200.00 NM
34 09/24/12	09/24/12	Eyewitness News	12pm - 12:30PM	1	:30	1	\$600.00	NM	
Weeks:		End <u>Date</u> <u>MTWTFSS</u> 09/30/12 1	Spots/Week 1	<u>Rate</u> \$600.00					
Spots: <u>#</u> Ch 1 Wf	Day <u>Air D</u> SBM 09/24			Start/End Time 12pm - 12:30PM	<u>Length</u> /	<u>Ad-ID</u> _MFS12TV2	4н		<u>Rate Type</u> \$600.00 NM
35 09/24/12	09/24/12	4p-5p Dr. Oz	4pm-5pm	1	:30	1	\$300.00	NM	
Weeks:		End Date MTWTFSS 09/30/12 1	Spots/Week 1	<u>Rate</u> \$300.00					

Start/End Time

4pm-5pm

Length Ad-ID

:30 LMFS12TV23H

Air Time Description

4:34 PM 4p-5p Dr. Oz

Spots: # Ch

1 WFSB M

Day Air Date

09/24/12



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493683-1	09/30/12	September 2012	08/27/12 - 09/24/12

<u>Advertiser</u>	Product	Estimate Number
McMahon for Senate	LINDA MCMAHON 4 SENA	1312

Line Start Da	ite End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
36 09/24/1	2 09/24/12	Eyewitness News	5pm - 5:30pm	1	:30	1	\$1,500.00	NM	
Weeks: Spots: <u>#</u> 1		09/30/12 1		<u>Rate</u> \$1,500.00 <u>Start/End Time</u> 5pm - 5:30pm		h <u>Ad-ID</u> 0 LMFS12T	√ 24H	7/11	<u>Rate Type</u> \$1,500.00 NM
37 09/24/12	09/24/12	Eyewitness News	5:30pm - 6pm	1	:30	1	\$1,500.00	NM	
Weeks:	Start Date 09/24/12	End Date MTWTFSS 09/30/12 1	Spots/Week 1	Rate \$1,500.00					
Spots: <u>#</u> 1		r Date Air Time Descr 0/24/12 5:43 PM Eyew		Start/End Time 5:30pm - 6pm) <u>Ad-ID</u>) LMFS12T	V23H		<u>Rate Type</u> \$1,500.00 NM
38 09/24/12	09/24/12	Eyewitness News	6pm - 6:30pm	1	:30	1	\$2,100.00	NM	
Weeks: Spots: # 1		09/30/12 1		<u>Rate</u> \$2,100.00 <u>Start/End Time</u> 6pm - 6:30pm		1 <u>Ad-ID</u> 1 LMFS12TN	v24H		<u>Rate Type</u> \$2,100.00 NM
39 09/24/12	09/24/12	Inside Edition	7pm - 7:30pm	1	:30	1	\$1,200.00	NM	mant m
	WFSBM 09	/24/12 7:10 PM Inside	Edition	Rate \$1,200.00 Start/End Time 7pm - 7:30pm		Ad-ID LMFS12TV			Rate Type \$1,200.00 NM
40 09/24/12 Weeks:	09/24/12 Start Date	Entertainment Tonight End Date MTWTFSS		1	:30	1	\$1,200.00	NM	
Spots: <u>#</u> (09/24/12 Ch <u>Day Air</u>	09/30/12 1		<u>Rate</u> \$1,200.00 <u>Start/End Time</u> 7:30pm - 8pm	<u>Length</u> :30	Ad-ID LMFS12TV	/24н		<u>Rate Type</u> \$1,200.00 NM
41 09/24/12	09/24/12	Eyewitness News	5am - 5:30am	1	:30	1	\$450.00	NM	
Weeks: Spots: # 0 1 V		<u>End Date</u> <u>MTWTFSS</u> 09/30/12 1 <u>Date</u> Air <u>Time</u> <u>Descrir</u> 24/12 5:08 AM Eyewitr		<u>Rate</u> \$450.00 <u>Start/End Time</u> 5am - 5:30am	Length :30	Ad-ID LMFS12TV	23н		Rate Type \$450.00 NM
42 09/24/12	09/24/12	Eyewitness News	5:30a - 6am	1	:30	1	\$600.00	NM	
Weeks: Spots: <u>#</u> C 1 W	09/24/12 h <u>Day Air I</u>	End Date MTWTFSS 09/30/12 1 Date <u>Air Time</u> Descrip 24/12 5:30 AM Eyewitr		Rate \$600.00 <u>Start/End Time</u> 5:30a - 6am	Length /	Ad-ID LMFS12TV2	24H		Rate Type \$600.00 NM
43 09/24/12	09/24/12	Eyewitness News	11PM - 11:35PM	1	:30	1	\$1,200.00	NM	
Weeks: Spots: <u>#</u> C 1 W	09/24/12 h <u>Day Air I</u>	End Date MTWTFSS 09/30/12 1 Date Air Time Descrip 14/12 11:32 PM Eyewitn		Rate \$1,200.00 Start/End Time 11PM - 11:35PM	<u>Length</u> /	<u>\d-lD</u> .mfs12Tv2	!4н		<u>Rate Type</u> \$1,200.00 NM
44 09/24/12	09/24/12	Hawaii 5-0	10pm - 11pm	1	:30	1	\$5,000.00	NM	
Weeks:		End Date MTWTFSS 09/30/12 1	Spots/Week 1	<u>Rate</u> \$5,000.00		<u></u>			



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493683-1	09/30/12	September 2012	08/27/12 - 09/24/12

<u>Advertiser</u>	Product	Estimate Number
McMahon for Senate	LINDA MCMAHON 4 SENA	1312

Line Start Da	e End Date	e Desc	cription	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
44 09/24/12	09/24/12	Haw	aii 5-0	10pm - 11pm	1	:30	1	\$5,000.00	NM	
Spots: #		vir Date 19/24/12	Air Time Desc 10:35 PM Hawa		Start/End Time		Ad-ID			Rate Type
			10.35 PW Hawa	III 3-0	10pm - 11pm	:30) LMFS12TV	VZ3H		\$5,000.00 NM
45 09/18/12	09/21/12	430A	EYEWITNESS	NEV430-5A	-TWTF	:30	4	\$50.00	NM	
Weeks:	Start Date 09/17/12	End D. 09/23/		Spots/Week 4	<u>Rate</u> \$50.00					,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
Spots: # 0			Air Time Descr	iption	Start/End Time	Length	Ad-ID			Rate Type
		9/18/12		EYEWITNESS NEWS	430-5A	:30	LMFS12TV	/20H		\$50.00 NM
1		9/19/12		EYEWITNESS NEWS	430-5A	:30	LMFS12TV	⁄24H		\$50.00 NM
1		9/20/12		EYEWITNESS NEWS	430-5A	:30	LMFS12TV	′23H		\$50.00 NM
3 V	VFSBF 09	9/21/12	4:51 AM 430A	EYEWITNESS NEWS	430-5A	:30	LMFS12TV	24н		\$50.00 NM
46 09/23/12	09/23/12	M-SU	Delayed News	Delayed News	1	:30	1	\$1,200.00	NM	
Weeks:	Start Date 09/17/12	End Da 09/23/1		Spots/Week 1	Rate \$1,200.00					
Spots: # C	h <u>Day Ai</u>	r Date	Air Time Descr	ption	Start/End Time	Length	Ad-ID			Rate Type
1 V	/FSB Su 09	/23/12	11:21 PM M-SU	Delayed News	Delayed News	:30	LMFS12TV	24н		\$1,200.00 NM
47 09/18/12	09/21/12	Eyewi	Iness News	6:30am - 7am	-TWTF	:30	4	\$900.00	NM	
Weeks:	Start Date 09/17/12	End Da 09/23/1		Spots/Week 4	<u>Rate</u> \$900.00					
Spots: # C	h <u>Day Air</u>		Air Time Descri	•	Start/End Time	Length	Ad-ID			Rate Type
1 W	FSBTu 09	/18/12	6:54 AM Eyewit	ness News	6:30am - 7am		LMFS12TV2	?0н		\$900.00 NM
2 W	FSBW 09	/19/12	6:57 AM Eyewit	ness News	6:30am - 7am	:30	LMFS12TV2	24н		\$900.00 NM
1		/20/12	6:44 AM Eyewit	ness News	6:30am - 7am	:30	LMFS12TV2	24н		\$900.00 NM
4 W	FSBF 09	/21/12	6.58 AM Eyewit	ness News	6:30am - 7am	:30	LMFS12TV2	:3н		\$900.00 NM
48 09/18/12	09/21/12	10am-	11am	10am - 11am	-TWTF	:30	4	\$400.00	NM	
Weeks:	Start Date 09/17/12	End Dat 09/23/12		<u>Spots/Week</u> 4	<u>Rate</u> \$400.00					
Spots: # Cl			<u> Air Time</u> Descrip		Start/End Time	Length A	Ad-ID			Rate Type
			10:59 AM 10am-1		10am - 11am	:30 !	MFS12TV2	1H		\$400.00 NM
			10:59 AM 10am-1		10am - 11am		.MFS12TV2			\$400.00 NM
			0:59 AM 10am-1		10am - 11am		MFS12TV2			\$400.00 NM
4 771	ODF USI		9:59 AM 10am-1	ram	10am - 11am	:30 £	MFS12TV2	3H		\$400.00 NM
49 09/24/12	09/24/12		ness News	6:30am - 7am	1	:30	1	\$900.00	NM	
Weeks:	09/24/12	End Date 09/30/12	1	<u>Spots/Week</u> 1	<u>Rate</u> \$900.00					
Spots: # Ch	-		<u> Air Time</u> <u>Descrip</u>		Start/End Time	Length A				Rate Type
1 VVI	SBM 09/2	24/12	6:59 AM Eyewitn	ess News	6:30am - 7am	:30 L	MFS12TV24	H		\$900.00 NM
50 09/24/12	09/24/12	10am-1	1am	10am - 11am	1	:30	1	\$400.00	NM	
Weeks:		End Date 09/30/12		Spots/Week 1	Rate \$400.00					,
Spots: # Ch			ir Time Descript		Start/End Time	Length A	d-ID			Rate Type
1 WF	SBM 09/2	4/12 1	0:59 AM 10am-1	lam	10am - 11am	:30 LI	MFS12TV23	Н		\$400.00 NM
51 09/19/12	09/21/12	Eyewitn	ess News	6am - 6:30am	WTF	:30	3	\$900.00	NM	



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493683-1	09/30/12	September 2012	08/27/12 - 09/24/12

Advertiser	Product	Estimate Number
McMahon for Senate	LINDA MCMAHON 4 SENA	1312

<u>Advertiser</u>	Product	Estimate Number
McMahon for Senate	LINDA MCMAHON 4 SENA	1312
·		

	ots/			
	eek	Rate	Туре	
51 09/19/12 09/21/12 Eyewitness News 6am - 6:30amWTF :30	3	\$900.00	NM	
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/17/12 09/23/12 wtf 3 \$900.00				
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad	-ID			Rate Type
	 FS12TV23H			\$900.00 NM
2 WFSB Th 09/20/12 6:07 AM Eyewitness News 6am - 6:30am :30 LM	FS12TV24H			\$900.00 NM
3 WFSB F 09/21/12 6:14 AM Eyewitness News 6am - 6:30am :30 LM	FS12TV23H			\$900.00 NM
52 09/19/12 09/21/12 CBS: THE EARLY SHOV7am - 9amWTF :30	4	\$200.00	NM	
Weeks: <u>Start Date </u>				
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad	-ID			Rate Type
	S12TV23H			\$200.00 NM
2 WFSB Th 09/20/12 7:29 AM CBS: THE EARLY SHOW 7am - 9am :30 LMF	S12TV23H			\$200.00 NM
3 WFSB Th 09/20/12 8:25 AM CBS: THE EARLY SHOW 7am - 9am :30 LMF	S12TV24H			\$200.00 NM
4 WFSB F 09/21/12 8:25 AM CBS: THE EARLY SHOW 7am - 9am :30 LMF	S12TV23H			\$200.00 NM
53 09/19/12 09/21/12 4p-5p Dr. Oz 4pm-5pmWTF :30	1 \$	\$300.00	NM	
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/17/12 09/23/12 wTF 1 \$300.00				
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-	ID			Rate Type
	S12TV24H			\$300.00 NM
54 09/19/12 09/21/12 Inside Edition 7pm - 7:30pmWTF :30	3 \$1,	,200.00	NM	
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/17/12 09/23/12 WTF 3 \$1,200.00				
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-	ID			Rate Type
•	<u></u> s12тv23н			\$1,200.00 NM
·	S12TV24H			\$1,200.00 NM
3 WFSB F 09/21/12 7:26 PM Inside Edition 7pm - 7:30pm :30 LMF	S12TV23H			\$1,200.00 NM
55 09/19/12 09/21/12 Entertainment Tonight 7:30pm - 8pmWTF :30	3 \$1,	200.00	NM	
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/17/12 09/23/12 WTF 3 \$1,200.00				
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-I	D			Rate Type
	 512тv24н			\$1,200.00 NM
3 WFSB Th 09/20/12 7:57 PM Entertainment Tonight 7:30pm - 8pm :30 LMFS	512TV24H			\$1,200.00 NM
2 WFSB F 09/21/12 7:55 PM Entertainment Tonight 7:30pm - 8pm :30 LMFS	12TV23H			\$1,200.00 NM
56 09/19/12 09/21/12 Eyewitness News 5:30a - 6amWTF :30	3 \$6	600.00	NM	
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/17/12 09/23/12 wtF 3 \$600.00				
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-II	D			Rate Type
	<u>=</u> 12тv23н			\$600.00 NM
·	12TV24H			\$600.00 NM
1 WFSB F 09/21/12 5:42 AM Eyewitness News 5:30a - 6am :30 LMFS	12тv24н			\$600.00 NM
57 09/19/12 09/22/12 Eyewitness News 11PM - 11:35PMWTFS- :30	3 \$1,2	200.00	NM	
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/17/12 09/23/12 WTFS- 3 \$1,200.00				
				Rate Type



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Advertiser Product Estimate Number

McMahon for Senate LINDA MCMAHON 4 SENA 1312

Sp	ots/

							Spotsi			
ine	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
57	09/19/12	09/22/12	Eyewitness News	11PM - 11:35PM	WTFS-	:30	3	\$1,200.00	NM	
	Spots: # Ch	Day Air	Date Air Time Descr	iption	Start/End Time	Lengt	h Ad-ID	- 1/1-1/11/12		Rate Typ
	2 WF	SBW 09	/19/12 11:11 PMEyewi	tness News	11PM - 11:35PM	:30	0 LMFS12TV	′23H		\$1,200.00 NA
	1 WF	SBTh 09	/20/12 11:34 PM Eyewi	tness News	11PM - 11:35PM	:31	0 LMFS12TV	24н		\$1,200.00 NN
	3 WF	SBF 09	/21/12 11:08 PM Eyewi	tness News	11PM - 11:35PM	:30) LMFS12TV	23н		\$1,200.00 NA
58	09/19/12	09/21/12	430A EYEWITNESS N	NEV430-5A	WTF	:30	3	\$50.00	NM	
1		Start Date 09/17/12	End Date MTWTFSS 09/23/12WTF	Spots/Week 3	<u>Rate</u> \$50.00					***************************************
;	Spots: # Ch	Day Air	Date Air Time Descri	ption	Start/End Time	Length	Ad-ID			Rate Type
	3 WF	-		EYEWITNESS NEWS	430-5A		LMFS12TV	23н		\$50.00 NM
	1 WF	SBTh 09/	20/12 4:51 AM 430A I	EYEWITNESS NEWS	430-5A	:30) LMFS12TV	24н		\$50.00 NM
	2 WF	SBF 09/	21/12 4:38 AM 430A I	EYEWITNESS NEWS	430-5A) LMFS12TV			\$50.00 NM
59	09/19/12	09/21/12	Eyewitness News	6:30am - 7am	WTF	:30	1	\$900.00	NM	
V		Start Date 09/17/12	End Date MTWTFSS 09/23/12WTF	Spots/Week 1	<u>Rate</u> \$900.00					
5	Spots: # Ch	Day Air	Date Air Time Descri	otion	Start/End Time	Length	Ad-ID			Rate Type
	1 WFS	SBF 09/2	21/12 6:39 AM Eyewit		6:30am - 7am		LMFS12TV2	24н		\$900.00 NM
			-		Total Spots	138	3			

Payment Terms Net 30 Days

Gross Total

\$137,200.00

Agency Commission

\$20,580.00

Net Amount Due

\$116,620.00